



## Orders

Order / Rev:	163858
Alt Order #:	06282863
Product Desc:	BALDWIN FOR SENATE
Estimate:	
Flight Dates:	08/14/12 - 08/20/12
Original Date / Rev:	08/16/12 / 08/16/12
Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

**Agency**

**Name:** Shorr Johnson Magnus

**Buying Contact:** Mike D'Ettorre

**Billing Contact:** \_\_\_\_\_

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	Pol/T Baldwin/D/Sen/WI
Demographic:	A35+
Product Codes:	PL Candidate
Priority:	P-2
Revenue Codes:	AGY, POL, ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	15	\$5,800.00	\$4,930.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$5,800.00	\$4,930.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$5,800.00</b>	<b>\$4,930.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WDJT-TV-LP	11%	\$5,800.00
Market	100%	\$52,727.27

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$20,036.36
WITI	28%	\$14,763.64
WMLW-	1%	\$527.27
WPXE	0%	\$0.00
WTMJ	22%	\$11,600.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/17/12	08/17/12	CBS58 Nws 5p M-Sa/530M		5-530p/530-6p	----1--	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
				CBS58 Nws 5p M-Sa/530p Su											
		5PM NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	----1--		1		\$225.00		0.00					
E 2	WDJT	08/20/12	08/20/12	CBS58 Nws 5p M-Sa/530M		5-530p/530-6p	1-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
				CBS58 Nws 5p M-Sa/530p Su											
		5PM NEWS													

Advertiser: Poli/T Baldwin/D/Sen/WI  
Product Desc: BALDWIN FOR SENATE  
Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	08/20/12	08/20/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	1-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----		1				\$225.00			0.00		
E 3	WDJT	08/18/12	08/18/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
WHEEL/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----1-		1				\$250.00			0.00		
E 4	WDJT	08/17/12	08/17/12	Wheel of Fortune 630p-7M 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----1--		1				\$500.00			0.00		
E 5	WDJT	08/20/12	08/20/12	Wheel of Fortune 630p-7M 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----		1				\$500.00			0.00		
E 6	WDJT	08/17/12	08/17/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----1--		1				\$500.00			0.00		
E 7	WDJT	08/20/12	08/20/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----		1				\$500.00			0.00		
E 8	WDJT	08/17/12	08/17/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	----2--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----2--		2				\$175.00			0.00		
E 9	WDJT	08/20/12	08/20/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	2-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	2-----		2				\$175.00			0.00		
E 10	WDJT	08/17/12	08/19/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	----FSS	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	----FSS		3				\$600.00			0.00		
E 11	WDJT	08/20/12	08/20/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----		1				\$600.00			0.00		
													Totals	15	\$5,800.00